

CLAIMS

What is claimed is:

1. A method for an e-commerce storefront management user interface
5 to enable efficient updating of the Web pages of the storefront, the method
comprising the steps of:

a) accessing a Web page out of a plurality of Web pages of an e-
commerce Web site;
b) submitting log in information to the Web site;
10 c) selecting an item on the Web page to modify;
d) editing the item on the Web page;
e) submitting the edited item to the Web site; and
f) receiving an updated version of the Web page to view and verify the
edited item.

15 2. The method of Claim 1, wherein step c) further includes the step of
logging into the Web site with an authentication to obtain privileges for
modifying Web pages of the Web site.

20 3. The method of claim 2 wherein step f) further includes the step of
logging out of the Web site prior to receiving the updated version of the Web
page.

25 4. The method of Claim 1, wherein steps a) through f) are performed
with a web browser on a client machine.

5 5. The method of Claim 1, wherein step f) includes the step of viewing the updated version of the Web page using a web browser on a client machine to verify the appearance of the edited item, the appearance being the same as the appearance to a standard user accessing the updated version of the Web page.

6. The method of Claim 1, wherein step b) further includes the steps of: submitting a first log in information to obtain a first privilege level for editing the Web page; and

10 submitting a second log in information to obtain a second privilege level for editing the Web page, wherein the second privilege level is higher than the first privilege level for modifying a greater number of items of the Web page than the first privilege level.

15 7. The method of claim 1 further including the step of generating a workflow notification to request an approval of the updated version of the Web page, wherein the updated version of the Web page is not provided until the approval is obtained.

20 8. An apparatus for implementing an e-commerce storefront management user interface to enable efficient updating of the Web pages of the storefront, the apparatus including a computer system having a processor for executing computer readable instructions, which when executed cause the computer system to implement a method comprising the steps of:

25 a) accessing a Web page out of a plurality of Web pages of an e-commerce Web site;

b) submitting log in information to the Web site;

- c) selecting an item on the Web page to modify;
d) editing the item on the Web page;
e) submitting the edited item to the Web site; and
f) receiving an updated version of the Web page to view and verify the
5 edited item.

9. The apparatus of Claim 8, wherein step c) further includes the step of
logging into the Web site with an authentication to obtain privileges for
modifying Web pages of the Web site.

10. The apparatus of claim 9 wherein step f) further includes the step of
logging out of the Web site prior to receiving the updated version of the Web
page.

11. The apparatus of Claim 8, wherein steps a) through f) are
performed with a web browser.

12. The apparatus of Claim 8, wherein step f) includes the step of
viewing the updated version of the Web page using a web browser to verify the
appearance of the edited item, the appearance being the same as the
appearance to a standard user accessing the updated version of the Web page.

13. The apparatus of Claim 8, wherein step b) further includes the
steps of:

submitting a first log in information to obtain a first privilege level for
editing the Web page; and

submitting a second log in information to obtain a second privilege level for editing the Web page, wherein the second privilege level is higher than the first privilege level for modifying a greater number of items of the Web page than the first privilege level.

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14. The apparatus of claim 8 further including the step of generating a workflow notification to request an approval of the updated version of the Web page, wherein the updated version of the Web page is not provided until the approval is obtained.

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15. A computer readable media having computer readable instructions for implementing a method for implementing an e-commerce storefront management user interface to enable efficient updating of the Web pages of the storefront, which when executed by a processor of a computer system cause the computer system to implement the steps of:

- a) accessing a Web page out of a plurality of Web pages of an e-commerce Web site;
- b) submitting log in information to the Web site;
- c) selecting an item on the Web page to modify;
- d) editing the item on the Web page;
- e) submitting the edited item to the Web site; and
- f) receiving an updated version of the Web page to view and verify the edited item.

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16. The computer readable media of Claim 15, wherein step c) further includes the step of logging into the Web site with an authentication to obtain privileges for modifying Web pages of the Web site.

17. The computer readable media of claim 16 wherein step f) further includes the step of logging out of the Web site prior to receiving the updated version of the Web page.

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18. The computer readable media of Claim 15, wherein steps a) through f) are performed with a web browser on a client machine.

10 19. The computer readable media of Claim 15, wherein step f) includes the step of viewing the updated version of the Web page using a web browser on a client machine to verify the appearance of the edited item, the appearance being the same as the appearance to a standard user accessing the updated version of the Web page.

15 20. The computer readable media of Claim 15, wherein step b) further includes the steps of:

submitting a first log in information to obtain a first privilege level for editing the Web page; and

20 submitting a second log in information to obtain a second privilege level for editing the Web page, wherein the second privilege level is higher than the first privilege level for modifying a greater number of items of the Web page than the first privilege level.

25 21. The computer readable media of claim 15 further including the step of generating a workflow notification to request an approval of the updated version of the Web page, wherein the updated version of the Web page is not provided until the approval is obtained.